

Jeffrey Wolf

PARTNER

Phoenix

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About Jeff

Trial-proven franchise and commercial litigation counsel

Jeff Wolf is a commercial litigator who has handled arbitrations, bench trials and jury trials in state and federal courts throughout the United States. With 30-plus years of experience representing clients in a variety of business sectors, he serves as outside general counsel to several Phoenix-based behavioral health care companies and advises on dispute resolution in the areas of:

- **Franchise**
- **Employment**
- **Health care**
- **Contract**
- **Partnership**
- **Real estate**
- **Intellectual property**

Jeff is a highly effective, detail-oriented and responsive attorney committed to helping clients resolve their disputes as cost efficiently as possible, whether through early settlement, mediation or, if necessary, trial.

Experience in Action

- **Representing franchisors in litigation involving a variety of issues,** including unpaid or under reported royalties, fraud, liquidated damages, system standards, earnings claims, encroachment, advertising funds, trademark and trade dress infringement, and vicarious liability.

Education and Honors

Washington University in St. Louis School of Law (J.D., 1986)

University of Hartford (B.A., *cum laude*, 1982)

Bar Admissions

Arizona

Court Admissions

U.S. Court of Appeals, 9th Circuit

U.S. District Court, District of Colorado

U.S. District Court, District of Arizona

U.S. District Court, Southern District of California





- **Advising franchisors on cases requiring the enforcement of restrictive covenants** and other post-termination rights.
- **Defending franchise and consumer class actions** and other system-threatening cases.

Recent Success

- Acted as lead defense counsel for a Fortune 50 company in an action brought by 14 plaintiffs seeking a multi-million-dollar award of damages based on claims for breach of contract, fraud and violations of the Robinson-Patman Act.
- Defended a 900-unit franchise system in an arbitration proceeding brought by a former software developer arising from the termination of a software license agreement. The plaintiff sought in excess of \$50 million in damages. Obtained a defense verdict after a two-week hearing.
- Defended one of the world's most recognized fitness chains in a nationwide class action alleging violations of the Telephone Consumer Protection Act (TCPA). Plaintiffs sought to certify a nationwide class purportedly consisting of thousands of consumers. Trial court granted Rule 12(b)(6) motion to dismiss.
- Acted as lead counsel for a publicly-traded, Arizona-based franchisor in the defense of a collective arbitration proceeding filed by a group of 18 franchisees alleging termination-related claims for breach of contract, fraud, breach of the implied duty of good faith and fair dealing, and statutory violations.
- Served as regional litigation counsel for the world's largest guest lodging and real estate franchisor and its numerous subsidiaries in matters arising from franchisee disputes.
- Defended a major international credit card issuer against a publicly-traded corporation seeking \$20 million in damages for claims alleging aiding and abetting fraud and conversion. Obtained a dismissal of the plaintiff's claims.





Capabilities

Franchise and Distribution

Class Action Defense

Health & Life Sciences

Litigation & Dispute Resolution

Labor, Employment & Benefits

Financial Institutions Litigation

Sports, Entertainment and Media Industry

Franchise, Distribution & Direct Sales

Intellectual Property Litigation

Provider and Physician Groups

Professional Recognitions

- Best Lawyers in America[®] Phoenix Franchise Law "Lawyer of the Year," 2017, 2020, 2023
- Best Lawyers in America[®], Franchise Law, 2007-2023
- *Southwest Super Lawyers*[®], Franchise/Dealership Law, 2007-present
 - Top 50: Southwest Super Lawyer Attorneys, 2012, 2013
- *Who's Who Legal: Franchise*, 2011-2022
- *Franchise Times*, Legal Eagle, 2004-present
- *Franchise Times* Hall of Fame, 2013
- Who's Who in Law, *Phoenix Business Journal*, 2006
- Arizona's Finest Lawyers, 2011
- *Lexology* Client Choice Award, Arizona: Litigation, 2015
- Arizona's Top Lawyers, *AZ Business Magazine*, Commercial Litigation, 2014

Professional & Civic Activities

- Boys & Girls Clubs of Metro Phoenix Board (Board of Directors)
- Scottsdale Center for the Performing Arts (Member, Advisory Board)
- Maricopa County Bar Association (Member)
- State Bar of Arizona (Member: Litigation and Labor and Employment Sections)
- American Bar Association (Member: Forum on Franchising)
- International Franchise Association (Member: Council of Franchise Suppliers)
- Terros, Inc. (Board of Directors, 1998-2010)
- Maricopa County Bar Foundation (Board of Trustees, 2004-2006)





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- Jewish National Fund (Board of Directors, 2004-2006)

